NHTSA 2009 Communications Calendar

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Note: Calendar dates and themes are subject to change.

January 26 - February 2, 2009

Super Bowl Sunday

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

March 9 - 17, 2009

St. Patrick's Day IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

May 2009

Motorcycle Safety Awareness Month

Primary Message: Motorcyclists

Bicycle Safety Month

May 18 - 31, 2009

Click It or Ticket

National Enforcement Mobilization

OCCUPANT PROTECTION Message: Click It or Ticket

June 15, 2009

National Ride to Work Day

MOTORCYCLE SAFETY

Message: Share the Road With Motorcycles

June 21 - July 5, 2009

Fourth of July

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Secondary Message: Buzzed Driving Is Drunk Driving

August 2009

Back to School Safety

Message: Pedestrians, Bicycles, School Buses

August 21 - September 7, 2009

Impaired Driving

National Enforcement Crackdown

IMPAIRED DRIVING

Message: Drunk Driving. Over the Limit. Under Arrest.

September 12 - 18, 2009

National Seat Check Saturday (September 12th)

CPS Week

OCCUPANT PROTECTION Primary Message: 4 Steps for Kids

October 2009

International Walk to School Month

October 18 - 24, 2009

National Teen Driver Safety Week

OCCUPANT PROTECTION Teens

Impaired Driving

Message: Buckle Up America. Every Trip. Every Time.

October 25 - 31, 2009

Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

November 16 - 29, 2009

Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Buzzed Driving Is Drunk Driving

November 29 - December 11, 2009

Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2009 - January 3, 2010

Holiday Season

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.



NHTSA 2010 Communications Calendar

Occupant Protection - Impaired Driving - Motorcycles

January 2010							February 2010								March 2010						
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Note: Calendar dates and themes are subject to change.

February 1-8, 2010

Super Bowl Sunday IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

March 9 - 17, 2010

St. Patrick's Day IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

May 2010

Motorcycle Safety Month

Primary Message: Motorists and Motorcycles Share the Road

May 24 - June 6, 2010

Click It or Ticket

National Enforcement Mobilization

OCCUPANT PROTECTION

Primary Message: Click It or Ticket

June 20 - July 4, 2010

Fourth of July IMPAIRED DRIVING

Primary Message:

Drunk Driving. Over the Limit. Under Arrest. Buzzed Driving Is Drunk Driving

National Ride to Work Day

Primary Message: Motorists and Motorcycles Share the Road

August 20 - September 6, 2010

Impaired Driving

National Enforcement Crackdown

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

September 19 - 25, 2010

National Seat Check Saturday (September 25)

CPS Week

OCCUPANT PROTECTION

Primary Message: 4 Steps for Kids

October 17 - 24, 2010

National Teens Driver Safety Week

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.

October 25 - 31, 2010

Halloween **IMPAIRED DRIVING**

Primary Message: Buzzed Driving Is Drunk Driving

Thanksgiving Holiday Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.

November 28 - December 11, 2010

Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2010 - January 2, 2011

Holiday Season

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

